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# India

## Promotion Opportunities

### Annual

### 2003

**Approved by:**

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**Report Highlights:**

India has traditionally maintained a highly restricted import market for food products. Since 1997, there has been a gradual liberalization culminating in removal of all quantitative restrictions in April 2001. With a population of over 1 billion and an economy growing at 5-6 percent over the last few years, India is a potentially huge and emerging market for US food products. In Sri Lanka, the prospect of peace offers new opportunities for US exporters, as Sri Lanka has the potential to emerge as a significant tourist destination. Bangladesh has a small but growing niche consumer segment, which is interested in trying out new western style products. Please take advantage of market opportunities in these countries by participating in one of market promotion events.

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Includes PSD Changes: No  
Includes Trade Matrix: No  
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Disclaimer: The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer.

### **Section I . FAS/W Endorsed Trade Show**

**Title: AAHAR 2004 and AAHAR 2005-** the premier food and food processing equipment show in India.

**Dates:** March 11-15, 2004 and first half of March, 2005, respectively.

**Venue:** Pragati Maidan, New Delhi, India

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**Importance:** AAHAR provides an opportunity to establish a presence for interested US food companies in the hitherto closed Indian market by introducing their products to potential importers, distributors, representatives and joint venture partners attending the show. FAS/New Delhi has been participating in this show since 1999, and FAS/W has endorsed AAHAR since 2001. More than 240 Indian and foreign exhibitors and about 25,000 business visitors from India and abroad participated in last year's show. The USDA/FAS had the only organized pavilion with six exhibitors and four American Café participants in AAHAR 2003.

**Title: Indian Food and Wine Show (IFOWS) 2004**

**Dates:** January 8-10, 2004

**Venue:** Hotel Taj Palace, New Delhi, India

**Contact:**

Rajeev Malhotra

CEO, Lotus Exhibitions & Marketing Services

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Website: [www.ifows.com](http://www.ifows.com)

**Importance:** IFOWS is a wine, spirit, and food show exclusively featuring foreign producers/exporters interested in the Indian Market. The IFOWS provides an opportunity to foreign companies to launch their wine, spirit, and quality food products in India. The IFOWS was successfully organized for the first time in May 2002. It was very well attended by trade visitors from the hotel and food industry, and attracted good media coverage. Nearly 25 exhibitors from seven countries displayed more than 80 different wines, spirits, and various other non-ethnic food items such as bakery and confectionaries, pasta, condiments, olive oil, and other packaged food products in the 2002 show. The show was restricted to trade visitors only, and more than 1,200 visitors from the Food & Beverage sector from all across India were registered for the exhibitions and other concurrent events.

**Section II. Other Trade Shows****US Trade Show 2004 and 2005 hosted by US Embassy, Dhaka.**

**Dates:** January/February in 2004 and 2005 (To be Decided).

**Venue:** Hotel Dhaka Sheraton, Dhaka, Bangladesh

**Contact:** Sayed Sarwer Hussain  
Agricultural Specialist, USDA/FAS  
U.S. Embassy, Dhaka  
Phone: 880-2-8818771 (dir), 8813440-4  
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**Importance of the Show:** The U. S. Trade Show, a premier exhibition among such events in Bangladesh, showcases the American products and services currently available in Bangladesh. Also, new companies seeking to expand their market in this region may introduce their products to potential importers, distributors, representatives and joint venture partners attending the show. This event is now a fixture in the Bangladesh business world, and draws a sizeable crowd. The show is open for all and is visited by potential entrepreneurs, importers, indenters, distributors, representatives, as well as general consumers. Over 75 American firms participated in the 2003 show - a 10 percent increase over last year; more participants are expected join the 2004 show. The numbers of visitors in the last show is estimated at 18,000 in three day's time, in spite of competition from several other trade shows, including the month-long Dhaka International Trade Fair.

**Section III. Other Promotional Activities****Title/Type : In-store Promotion of US Food and Beverages in India**

**Dates:** September 2004 (to be finalized)

**Venue:** Selected retail outlets in Mumbai, other western cities, and outlets of one of the leading retail chains in South India (to be finalized).

**Contact:** Santosh K. Singh  
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**Importance:** This in-store promotion will provide an opportunity for US exporters to showcase and test-market their products in India, particularly in West and South India. The knowledge gained from the 'In-store Promotion of US Food Products' to be held in October/November 2003 with the Nilgiri's group in South India will be used to expand the promotion to cities like Mumbai, Pune, etc., in western India. In the absence of any significant food shows in these regions, an in-store promotion is the best way to introduce US products into these important regional markets.

**Title/Type: In-store Promotion of US Food and Beverages in Sri Lanka****Dates:** September 2004 (to be finalized)**Venue:** Selected retail outlets of one of the leading chains in Colombo (to be finalized).**Contact:** Mr. Adrian Mendis  
Commercial Specialist, ECON/Commercial Section  
U.S. Embassy, Colombo  
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**Importance:** The Sri Lankan economy is on the path to recovery after the cessation of hostilities in January 2002. The anticipated revival in the tourism industry and a fairly developed food retail sector are expected to create a strong demand for consumer food products and beverages. This in-store promotion will provide an opportunity to US exporters to showcase and test-market their products in Sri Lanka. In the absence of any significant food shows in Sri Lanka, an in-store promotion is the best way to introduce US products in this emerging market.

**Title/Type : In-store Promotion of US Food and Beverages in Bangladesh****Dates:** September 2004 (to be finalized)**Venue:** Selected retail outlets in Dhaka (to be finalized).**Contact:** Sayed Sarwer Hussain  
Agricultural Specialist, USDA/FAS  
U.S. Embassy, Dhaka  
Phone: 880-2-8818771 (dir), 8813440-4  
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**Importance:** A small niche consumer segment exists in Bangladesh, which is interested in trying out new western-style consumer food products. This in-store promotion will provide an opportunity to US exporters to showcase and test market their products in Bangladesh. In the absence of any significant food shows in Bangladesh, an in-store promotion is the best way to introduce US products into the local market.

**Section IV. Post Contact and Further Information**

If you have questions or comments regarding this report, or need assistance exporting branded consumer food products to India, Bangladesh, and Sri Lanka, please do not hesitate to contact the Office of Agricultural Affairs in New Delhi at following address.

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